

Here's a new voice for the thirsty rooterhere's refreshment for the excited fanhere's deliciousness for all - Coca-Cola The beverage that athletes endorse-that wise business men enjoy-that everyone welcomes for its simple, pure wholesomeness.

Garbonated in bottles-at stands and in grand stands-and at soda fountains everywhere. Demand the Genuine.

THE COCA-COLA CO. ATLANTA, GA.